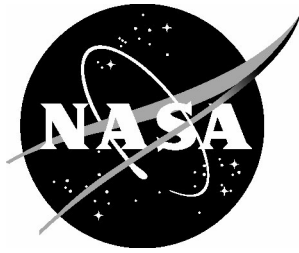


NASA/TM-2004-213029



Results of a Telephone Survey of Television Station Managers Concerning the NASA SCI FilesTM and NASA CONNECTTM

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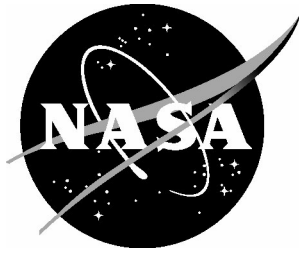
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Summary

Continental Research—a marketing, research, and consulting firm located in Norfolk, Virginia—was commissioned to conduct a telephone survey of television station managers concerning two instructional television programs offered by the NASA Langley Center for Distance Learning (CDL) <<http://dlcenter.larc.nasa.gov>>. The NASA Langley CDL is an organizational unit of NASA Langley Research Center's Office of Education. The NASA CDL produces five award-winning distance learning programs that span the educational horizon from K–12 through postsecondary education (13–18) to adult (lifelong) learners. The two Emmy®-award-winning instructional television programs under consideration are the NASA SCI Files™ <<http://scifiles.larc.nasa.gov>> and NASA CONNECT™ <<http://connect.larc.nasa.gov>>. About 500 000 educators in the United States are registered users of these two programs. As of January 5, 2004, the combined number of (domestic) television stations airing these two programs was 373. The survey instrument was pretested among a subset of 15 television stations. Computer-Assisted Telephone Interviewing (CATI) technology and protocols were used. (See Methodology for additional information.) The telephone survey started on January 27, 2004 and ended on February 27, 2004. The Office of Management and Budget (OMB) survey approval number is OMB 2700-0012.

Reducing the number of television stations airing the 2 programs (373) by the number of stations used in the pretest (15) left a balance of 358 television stations “eligible” to be surveyed. Dividing the number of television stations that participated in the survey (280) by the number of television stations (358) eligible to participate resulted in a survey response rate of 78 percent. Almost half (47.5 percent) of survey participants represented a cable television station, 29.3 percent represented instructional television stations, and 29.3 percent represented a Public Broadcasting System (PBS) station. Overall, survey participants reported that they were either very satisfied (60.4 percent) or satisfied (31.8 percent) with their interactions with the NASA Langley Center for Distance Learning. Almost 100 percent of survey participants indicated that they received NASA SCI Files™ and NASA CONNECT™ programming from the NASA Langley Center for Distance Learning.

In all, 280 station managers were surveyed during the time allotted for the study. About half (50.7 percent) of survey participants were male; the average age of the survey participants was 44.6 years; and the average number of years survey participants had worked at their current television stations was 7.8 years. Seventy-five percent of the survey participants stated that their stations broadcast programs to school districts. About 86 percent of individuals participating in the survey were personally responsible for deciding which programs were included in the station's schedule (lineup).

Television station managers were asked to identify the single most important factor used to select a program to air on their stations. The top 3 factors reported by 280 station managers were (1) good educational value (16.1 percent), (2) community interest (14.6 percent), and (3) the ability of the program to fit into the educational curriculum (13.2 percent). Using a 10-point scale, with 10 being extremely important, television station managers were asked to rate the importance (influence) 7 factors have on selecting programs for their television schedules (lineups).

The 3 factors rated highest (most important) on a 10-point scale were (1) the educational value of the program (8.85), (2) the cost of the program (8.25), and (3) the technical quality of the program (8.11). About 95 percent of survey participants indicated that they would recommend either the NASA SCI Files™ or NASA CONNECT™ to a colleague at another television station.

Using a 4-point scale, with 4 being very satisfied, survey participants reported that they were either very satisfied (77.1 percent) or satisfied (19.9 percent) with the overall (educational and technical) quality of the NASA SCI Files™. Survey participants also rated the NASA SCI Files™ on 13 characteristics. The 3 characteristics receiving the highest ratings (scores) were (1) credibility of the programs (3.81), (2) educational value (3.80), and (3) technical quality (3.79). Participants gave the NASA SCI Files™ an overall rating of 3.78 (out of 4.00). Almost 70 percent of survey participants reported having no suggestions for improving the NASA SCI Files™. The single, largest factor reported for improving the NASA SCI Files™ was to make more programs.

Using a 4-point scale, with 4 being very satisfied, survey participants reported that they were either very satisfied (77.9 percent) or satisfied (19.1 percent) with the overall (educational and technical) quality of NASA CONNECT™. Survey participants also rated NASA CONNECT™ on 13 characteristics by using a 4-point scale. The 3 characteristics with the highest ratings were (1) credibility of the programs (3.79), (2) educational value (3.76), and (3) technical quality (3.76). Participants gave NASA CONNECT™ an overall rating of 3.79. Almost 61 percent of survey participants reported having no suggestions for improving NASA CONNECT™. The largest factor reported for improving NASA CONNECT™ was to make more programs.

About 36 percent of the survey participants indicated that state budget cuts have adversely affected the ability to broadcast educational programming.

About 70 percent of the survey participants indicated that either they are already streaming video programming (20.7 percent) or are considering doing so in the immediate future (50.0 percent).

About 46 percent of the survey participants indicated that they have either entered into a business agreement with a provider of video programming (14.3) or are considering doing so in the immediate future (32.1 percent).

About 43 percent of the survey participants indicated that they have either joined a consortium with other stations to provide access to educational programs through a dedicated hard drive (4.3 percent) or are considering doing so in the immediate future (38.9 percent).

Procedural Information

This telephone survey of TV station managers who had shown an interest in NASA CONNECT™ and/or NASA SCIENCE Files™ programs in the past year was conducted by Continental Research Associates, Inc., a Norfolk-based marketing research firm. The study was commissioned by the Educational Technology and Distance Learning office at NASA Langley Research Center in Hampton, Virginia. Surveys were collected from January 28th through February 27th of 2004.

Methodology

The survey instrument was developed by Continental Research in consultation with representatives from NASA Langley Center for Distance Learning office. As is customary, the questionnaire was pretested by senior staff members on a subsample of respondents. Fifteen TV station managers were included in the pretest. During the pretest, no problems with questionnaire wording, vocabulary, sequencing, or layout were identified. The final survey took approximately 12 minutes to complete. A copy of the questionnaire is included in appendix B of this report.

Langley Research Center provided a list of 373 TV station managers in Excel spreadsheet format. Researchers attempted to contact everyone on the list; however, only 280 interviews were able to be completed in the time frame. A breakout of the telephone contacts can be found on page 3 of this report.

Because the data collection phase is extremely important to research validity, professional interviewers conducted the surveys. Each had extensive training and several years experience with executive level surveys prior to working on this study.

A detailed briefing session was held prior to making calls to discuss the instructions for using the questionnaire. Each interviewer participated in several role-playing exercises with the survey. This provided an opportunity to practice administering the questionnaire, to discuss various types of probes, and to properly pace reading of the preformatted survey.

After the initial briefing session, the data collection phase began. Phone calls originated from our central telephone facility in Norfolk, Virginia. Contacts were made between 8:30 a.m. and 9:00 p.m. (local time) Monday through Friday. Each station on the list was called up to 10 times on different days and at different times. Some appointments were made to secure interviews with busy people.

The survey information was directly entered into the computer system using Computer-Assisted Telephone Interviewing (CATI) technology. This process allows for the rotation of survey items within a grid-style question, thereby eliminating any sequence bias. All open-ended responses were recorded verbatim. A supervisor was present at all times to electronically monitor the telephone conversations. A portion of each interviewer's work was "dual recorded" on the Novell-based computer network and checked for consistency in recording of answers. Over 38 percent of all calls were fully monitored, and an additional 25 percent were partially monitored. This is far in excess of the 5-percent industry validation standard.

At the end of each shift, a debriefing session was held to discuss the survey's progress. While these meetings provide only anecdotal evidence, the information can be very useful when interpreting results. The primary reason why some stations were never reached had to do with a lack of staff to answer phones. Many stations (45) used recorded outgoing messages only or voice mail.

Once the fieldwork was completed, the open-ended responses were categorized into narrow subject groupings and numerically coded for computerization. The codes were then key entered twice to ensure 100-percent accuracy, and a detailed computer program was written to tabulate the data. Using the Statistical Package for the Social Sciences (SPSS) software, the data were analyzed. The findings are displayed on the following pages.

Breakout of Telephone Contacts

Number of completed interviews	280
Not able to be reached after multiple attempts/voice mail only	45
Nonworking phone number/manual lookup failed	22
Duplicate station/person	12
Refused to participate/too busy	6
Language barrier	1
Didn't know anything about the programs/no other contact	3
Budget cuts/no longer involved with that/not on air	2
Terminated interview due to time constraints	2
	373

Highlights

- The single most important thing that impacts the decision to select a program to air:

Top 3 answers	Percentage (n = 280)
Good educational value	16.1
Community interest	14.6
Fitting into curriculum	13.2

- Importance rating for: (10 = extremely important; 1 = not important)

Response	Avg. rating (n = 280)
Educational value of program	8.85
Cost of program	8.25
Technical quality of program	8.11
Having few restrictions on use of program	7.76
How easily program is obtained	7.75
Viewer recommendations	7.10

- 59.3 percent said they had received NASA SCI Files™ programs in the past year.
- Satisfaction with NASA SCI Files™ in terms of: (4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied)

Response	Avg. rating	Number responding
How credible shows are	3.81	160
Educational value	3.80	157
Technical quality	3.79	152
Overall quality	3.78	162
Being aligned with national math, science, and technology standards	3.74	140
Enhancing integration of math, science, and technology	3.74	140
Being developmentally appropriate for children in that age group	3.72	145
How interesting shows are	3.66	151
Quality of educator guides	3.64	90
Quality of Web-based activities	3.64	98
Showing women and minorities performing challenging engineering and scientific tasks	3.60	141
Being easily incorporated into that grade level's curriculum	3.53	131
Feedback received from audience	3.43	132

- 83.9 percent said they had received NASA CONNECT™ programs in the past year.
- Satisfaction with NASA CONNECT™ in terms of: (4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied)

Response	Avg. rating	Number responding
Overall quality	3.79	229
How credible shows are	3.79	226
Educational value	3.76	226
Technical quality	3.76	217
Enhancing integration of math, science, and technology	3.68	200
How interesting shows are	3.67	218
Being developmentally appropriate for children in that age group	3.66	208
Being aligned with national math, science, and technology standards	3.63	198
Quality of Web-based activities	3.61	132
Showing women and minorities performing challenging engineering and scientific tasks	3.57	202
Being easily incorporated into that grade level's curriculum	3.55	181
Quality of educator guides	3.54	127
Feedback received from audience	3.43	184

- Avg. rating of NASA's Center for Distance Learning = 3.59 (4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied)
- Percent who said their stations receive NASA programs by:

Response	Percentage (n = 280)
Downlink by KU	16.4
Downlink by C-Band	9.3
NASA sends them	58.6
Satellite (not specific)	0.4
KU and NASA send them	7.5
C-Band and NASA send them	6.1
Never received any	1.8

- 86.1 percent personally make decisions about which programs to include in their stations lineups.
- 94.6 percent would recommend NASA SCI Files™ or NASA CONNECT™ to a colleague.
- 75.0 percent said they broadcast educational programs to schools.
- 36.1 percent said state budget cuts have impacted the ability to broadcast educational programs to schools.
- 20.7 percent already stream video for educational programs, 50.0 percent said they have considered this and may do it in the future, and 29.3 percent said this was not a consideration at the present time.
- 14.3 percent already have entered into a business agreement with a provider of video programming, 32.1 percent said they have considered this and may do it in the future, and 53.6 percent said this was not a consideration at the present time.
- 4.3 percent already have joined a consortium with other stations to provide access to educational programs through a dedicated hard drive, 38.9 percent said they have considered this and may do it in the future, and 56.8 percent said this was not a consideration at the present time.
- Average number of years worked at the TV station = 7.8 years.
- Occupational area:
 - 36.1 percent work in production
 - 35.7 percent work in management
 - 19.6 percent work in operations
 - 8.6 percent work in marketing/outreach
 - (n = 280)
- Educational attainment:
 - 3.9 percent high school or less
 - 15.0 percent some college
 - 56.8 percent 4-year college degree
 - 24.3 percent degree beyond 4 years of college
 - (n = 280)
- Average age = 44.6 years
- 50.7 percent are male and 49.3 percent are female

Survey Results¹

In general, what is the single most important thing that impacts your decision to select a program to air on your station?

Response	Number	Percentage
If it has good educational value	45	16.1
If it will be of community interest	41	14.6
If it fits our curriculum	37	13.2
If it has good production quality	21	7.5
It has to be free/affordable	20	7.1
If the content fits in our mission	17	6.1
If we have a community sponsor/request	15	5.4
If the content meets our state's curriculum standards	13	4.6
If it has interesting content	13	4.6
If it has broad appeal (i.e., all ages)	10	3.6
If the content is appropriate for children	9	3.2
If the content is current/up to date	7	2.5
If it's science-oriented	6	2.1
It must be noncommercial/commercial-free	4	1.4
If it's produced by a government source/NASA	3	1.1
If it fits into my schedule	3	1.1
If the content is credible	2	0.7
If it will be good for filler	2	0.7
If it's visually appealing	2	0.7
It must be Christian	2	0.7
If there are no copyright issues	2	0.7
If it's available by satellite	1	0.4
If it's geared to minorities	1	0.4
If it has fast-paced segments	1	0.4
If it covers multiple topics	1	0.4
If there's easy access by downlink	1	0.4
If it aligns with an upcoming field trip	1	0.4
	280	100.0

¹NOTE: The questionnaire wording was slightly adapted for “in-house” school media representatives.

Let's talk about how you decide whether or not to select a program to air on your station. Using a 1 to 10 scale where 1 is Not Important and 10 is Extremely Important, how important is the cost of the program?

Response	Number ¹	Percentage
10 Extremely Important	136	48.6
9	29	10.4
8	38	13.6
7	22	7.9
6	6	2.1
5	32	11.4
4	3	1.1
3	3	1.1
2	3	1.1
1 Not Important	8	2.9
	280	100.0

¹Mean = 8.25 (n = 280)

How important is the technical quality of the program?

Response	Number ¹	Percentage
10 Extremely Important	82	29.3
9	43	15.4
8	71	25.4
7	31	11.1
6	20	7.1
5	28	10.0
4	4	1.4
3	1	0.4
2	0	0.0
1 Not Important	0	0.0
	280	100.0

¹Mean = 8.11 (n = 280)

How important is how easy it is to get the program?

Response	Number ¹	Percentage
10 Extremely Important	72	25.7
9	32	11.4
8	70	25.0
7	41	14.6
6	11	3.9
5	44	15.7
4	3	1.1
3	5	1.8
2	1	0.4
1 Not Important	1	0.4
	280	100.0

¹Mean = 7.75 (n = 280)

How important is the educational value of the program?

Response	Number ¹	Percentage
10 Extremely Important	153	54.6
9	39	13.9
8	42	15.0
7	16	5.7
6	11	3.9
5	12	4.3
4	3	1.1
3	3	1.1
2	0	0.0
1 Not Important	1	0.4
	280	100.0

¹Mean = 8.85 (n = 280)

How important is having few restrictions on the use of the program?

Response	Number ¹	Percentage
10 Extremely Important	84	30.0
9	33	11.8
8	53	18.9
7	44	15.7
6	14	5.0
5	37	13.2
4	3	1.1
3	4	1.4
2	3	1.1
1 Not Important	5	1.8
	280	100.0

¹Mean = 7.76 (n = 280)

How important are viewer recommendations?

Response	Number ¹	Percentage
10 Extremely Important	54	19.3
9	31	11.1
8	52	18.6
7	35	12.5
6	27	9.6
5	53	18.9
4	10	3.6
3	10	3.6
2	3	1.1
1 Not Important	5	1.8
	280	100.0

¹Mean = 7.10 (n = 280)

Summary Table

Q3 to Q7

Average Importance Ratings (in descending order)

How important (fill in) ?

Response	Avg. rating (n = 280)
Is the educational value of the program	8.85
Is the cost of the program	8.25
Is the technical quality of the program	8.11
Is having few restrictions on the use of the program	7.76
Is how easy it is to get the program	7.75
Are viewer recommendations	7.10

Scale: 10 = extremely important; 1 = not important

NASA SCI FILES™

In the past year, did you receive a program called NASA SCI Files™?

Response	Number	Percentage
Yes	166	59.3
No	114	40.7
	280	100.0

(Of those who have received NASA SCI Files™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of its overall quality?

Response	Number ¹	Percentage
Very satisfied	128	77.1
Satisfied	33	19.9
Dissatisfied	1	0.6
Very dissatisfied	0	0.0
Don't know/no answer	4	2.4
	166	100.0

¹Mean = 3.78 (n = 162)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of its educational value?

Response	Number ¹	Percentage
Very satisfied	126	75.9
Satisfied	30	18.1
Dissatisfied	1	0.6
Very dissatisfied	0	0.0
Don't know/no answer	9	5.4
	166	100.0

¹Mean = 3.80 (n = 157)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of its technical quality?

Response	Number ¹	Percentage
Very satisfied	121	72.9
Satisfied	30	18.1
Dissatisfied	1	0.6
Very dissatisfied	0	0.0
Don't know/no answer	14	8.4
	166	100.0

¹Mean = 3.79 (n = 152)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of being aligned with national math, science, and technology standards?

Response	Number ¹	Percentage
Very satisfied	103	62.0
Satisfied	37	22.3
Dissatisfied	0	0.0
Very dissatisfied	0	0.0
Don't know/no answer	26	15.7
	166	100.0

¹Mean = 3.74 (n = 140)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of being developmentally appropriate for children in that age group?

Response	Number ¹	Percentage
Very satisfied	106	63.9
Satisfied	38	22.9
Dissatisfied	1	0.6
Very dissatisfied	0	0.0
Don't know/no answer	21	12.7
	166	100.0

¹Mean = 3.72 (n = 145)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of being easily incorporated into that grade level's curriculum?

Response	Number ¹	Percentage
Very satisfied	74	44.6
Satisfied	52	31.3
Dissatisfied	5	3.0
Very dissatisfied	0	0.0
Don't know/no answer	35	21.1
	166	100.0

¹Mean = 3.53 (n = 131)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of enhancing the integration of math, science, and technology?

Response	Number ¹	Percentage
Very satisfied	103	62.0
Satisfied	37	22.3
Dissatisfied	0	0.0
Very dissatisfied	0	0.0
Don't know/no answer	26	15.7
	166	100.0

¹Mean = 3.74 (n = 140)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of showing women and minorities performing challenging engineering and scientific tasks?

Response	Number ¹	Percentage
Very satisfied	88	53.0
Satisfied	50	30.1
Dissatisfied	2	1.2
Very dissatisfied	1	0.6
Don't know/no answer	25	15.1
	166	100.0

¹Mean = 3.60 (n = 141)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of quality of the educator guides?

Response	Number ¹	Percentage
Very satisfied	59	35.5
Satisfied	30	18.1
Dissatisfied	1	0.6
Very dissatisfied	0	0.0
Don't know/no answer	76	45.8
	166	100.0

¹Mean = 3.64 (n = 90)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of quality of the Web-based activities?

Response	Number ¹	Percentage
Very satisfied	63	38.0
Satisfied	35	21.1
Dissatisfied	0	0.0
Very dissatisfied	0	0.0
Don't know/no answer	68	41.0
	166	100.0

¹Mean = 3.64 (n = 98)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of the feedback you get from the audience?

Response	Number ¹	Percentage
Very Satisfied	60	36.1
Satisfied	69	41.6
Dissatisfied	3	1.8
Very Dissatisfied	0	0.0
Don't know/no answer	34	20.5
	166	100.0

¹Mean = 3.43 (n = 132)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of how interesting the shows are?

Response	Number ¹	Percentage
Very satisfied	103	62.0
Satisfied	45	27.1
Dissatisfied	2	1.2
Very dissatisfied	1	0.6
Don't know/no answer	15	9.0
	166	100.0

¹Mean = 3.66 (n = 151)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA SCI Files™...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of how credible the shows are, being that they are from NASA?

Response	Number ¹	Percentage
Very satisfied	131	78.9
Satisfied	28	16.9
Dissatisfied	1	0.6
Very dissatisfied	0	0.0
Don't know/no answer	6	3.6
	166	100.0

¹Mean = 3.81 (n = 160)

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

Summary Table

Q10 to Q22

Average Satisfaction Ratings (in descending order)

(Of those who have received NASA SCI Files™...) Are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with NASA SCI Files™ in terms of (fill in) ?

Response	Avg. rating	Number responding
How credible the shows are, being that they are from NASA	3.81	160
Educational value	3.80	157
Technical quality	3.79	152
Overall quality	3.78	162
Being aligned with national math, science, and technology standards	3.74	140
Enhancing the integration of math, science, and technology	3.74	140
Being developmentally appropriate for children in that age group	3.72	145
How interesting the shows are	3.66	151
Quality of the educator guides	3.64	90
Quality of the Web-based activities	3.64	98
Showing women and minorities performing challenging engineering and scientific tasks	3.60	141
Being easily incorporated into that grade level's curriculum	3.53	131
Feedback from audience	3.43	132

Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied.

(Of those who have received NASA SCI Files™...) Do you have any suggestions for improving NASA SCI Files™?

Response	Number	Percentage
No suggestions; fine as is	115	69.3
Produce more shows	14	8.4
Make them 30 minutes long	4	2.4
Please label each tape by target age group	3	1.8
Align the shows with our state's standards	3	1.8
Send them sooner	2	1.2
Improve the tape copy quality	2	1.2
Improve the Web site collateral materials	2	1.2
The shows are for young children, but I need high school level	2	1.2
Tell us when to expect them, so we can plan	1	0.6
Send supporting 30-s PSAs for me to show	1	0.6
Make them available in DVC-AM format	1	0.6
I want access through the Web to all shows	1	0.6
Show more minorities	1	0.6
Stop the bogus emphasis on females and minorities	1	0.6
Make it interactive	1	0.6
Show more actual footage	1	0.6
Dual feed in a.m. and p.m.	1	0.6
They should make it more like MTV	1	0.6
I don't know	9	5.4
	166	100.0

NOTE: One-hundred fourteen people are not included in this table because they did not receive any NASA SCI Files™ programs in the past year.

NASA CONNECT™

In the past year, did you receive a program called NASA CONNECT™?

Response	Number	Percentage
Yes	235	83.9
No	45	16.1
	280	100.0

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of their overall quality?

Response	Number ¹	Percentage
Very satisfied	183	77.9
Satisfied	45	19.1
Dissatisfied	1	0.4
Very dissatisfied	0	0.0
Don't know/no answer	6	2.6
	235	100.0

¹Mean = 3.79 (n = 229)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of its educational value?

Response	Number ¹	Percentage
Very satisfied	173	73.6
Satisfied	52	22.1
Dissatisfied	1	0.4
Very dissatisfied	0	0.0
Don't know/no answer	9	3.8
	235	100.0

¹Mean = 3.76 (n = 226)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of their technical quality?

Response	Number ¹	Percentage
Very satisfied	166	70.6
Satisfied	49	20.9
Dissatisfied	2	0.9
Very dissatisfied	0	0.0
Don't know/no answer	18	7.7
	235	100.0

¹Mean = 3.76 (n = 217)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of being aligned with national math, science, and technology standards?

Response	Number ¹	Percentage
Very satisfied	124	52.8
Satisfied	74	31.5
Dissatisfied	0	0.0
Very dissatisfied	0	0.0
Don't know/no answer	37	15.7
	235	100.0

¹Mean = 3.63 (n = 198)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of being developmentally appropriate for children in that age group?

Response	Number ¹	Percentage
Very satisfied	139	59.1
Satisfied	68	28.9
Dissatisfied	1	0.4
Very dissatisfied	0	0.0
Don't know/no answer	27	11.5
	235	100.0

¹Mean = 3.66 (n = 208)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of being easily incorporated into that grade level's curriculum?

Response	Number ¹	Percentage
Very satisfied	104	44.3
Satisfied	72	30.6
Dissatisfied	5	2.1
Very dissatisfied	0	0.0
Don't know/no answer	54	23.0
	235	100.0

¹Mean = 3.55 (n = 181)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of enhancing the integration of math, science, and technology?

Response	Number ¹	Percentage
Very satisfied	136	57.9
Satisfied	64	27.2
Dissatisfied	0	0.0
Very dissatisfied	0	0.0
Don't know/no answer	35	14.9
	235	100.0

¹Mean = 3.68 (n = 200)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of showing women and minorities performing challenging engineering and scientific tasks?

Response	Number ¹	Percentage
Very satisfied	120	51.1
Satisfied	78	33.2
Dissatisfied	4	1.7
Very dissatisfied	0	0.0
Don't know/no answer	33	14.0
	235	100.0

¹Mean = 3.57 (n = 202)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of the quality of the educator guides?

Response	Number ¹	Percentage
Very satisfied	70	29.8
Satisfied	56	23.8
Dissatisfied	1	0.4
Very dissatisfied	0	0.0
Don't know/no answer	108	46.0
	235	100.0

¹Mean = 3.54 (n = 127)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of the quality of the Web-based activities?

Response	Number ¹	Percentage
Very satisfied	81	34.5
Satisfied	51	21.7
Dissatisfied	0	0.0
Very dissatisfied	0	0.0
Don't know/no answer	103	43.8
	235	100.0

¹Mean = 3.61 (n = 132)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of the feedback you get from the audience?

Response	Number ¹	Percentage
Very satisfied	84	35.7
Satisfied	95	40.4
Dissatisfied	5	2.1
Very dissatisfied	0	0.0
Don't know/no answer	51	21.7
	235	100.0

¹Mean = 3.43 (n = 184)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of how interesting the shows are?

Response	Number ¹	Percentage
Very satisfied	149	63.4
Satisfied	67	28.5
Dissatisfied	2	0.9
Very dissatisfied	0	0.0
Don't know/no answer	17	7.2
	235	100.0

¹Mean = 3.67 (n = 218)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of how credible the shows are, being that they are from NASA?

Response	Number ¹	Percentage
Very satisfied	179	76.2
Satisfied	47	20.0
Dissatisfied	0	0.0
Very dissatisfied	0	0.0
Don't know/no answer	9	3.8
	235	100.0

¹Mean = 3.79 (n = 226)

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied

Summary Table

Q24 to Q36

Average Satisfaction Ratings (in descending order)

(Of those who have received NASA CONNECT™ ...) Are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with NASA CONNECT™ in terms of (fill in)?

Response	Avg. rating	Number responding
Overall quality	3.79	229
How credible the shows are, being that they are from NASA	3.79	226
Educational value	3.76	226
Technical quality	3.76	217
Enhancing the integration of math, science, and technology	3.68	200
How interesting the shows are	3.67	218
Being developmentally appropriate for children in that age group	3.66	208
Being aligned with national math, science, and technology standards	3.63	198
Quality of the Web-based activities	3.61	132
Showing women and minorities performing challenging engineering and scientific tasks	3.57	202
Being easily incorporated into that grade level's curriculum	3.55	181
Quality of the educator guides	3.54	127
Feedback you get from the audience	3.43	184

Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied; 1 = very dissatisfied.

(Of those who have received NASA CONNECT™ ...) Do you have any suggestions for improving NASA CONNECT™?

Response	Number	Percentage
No suggestions; fine as is	142	60.4
Produce more shows	21	8.9
Tell us when to expect them, so we can plan	8	3.4
Make them available in DVD format	5	2.1
Align the shows with our state's standards	5	2.1
Send them sooner	4	1.7
Make them 30 minutes long	4	1.7
Improve the Web site collateral materials	3	1.3
Improve the tape copy quality	2	0.9
Make the tapes available in Spanish	2	0.9
Keep them current	2	0.9
Send out schedule by E-mail	2	0.9
Make them available in digital format	2	0.9
Make it interactive	2	0.9
They should make it more like MTV	2	0.9
Put a countdown up front to cue up material	1	0.4
Make them more geared toward children	1	0.4
Send supporting 30-s PSAs for me to show	1	0.4
I don't like the host	1	0.4
Make them available in various formats	1	0.4
The downlink signals are not good	1	0.4
Make them available in DVC-AM format	1	0.4
Make the shows available by streaming	1	0.4
The shows are for young children, but I need high school level	1	0.4
Please label each tape by target age group	1	0.4
Offer local connection, not random access	1	0.4
Stay with the same producer	1	0.4
Have nice Web guides	1	0.4
Dual feed in a.m. and p.m.	1	0.4
Make it closed-captioned	1	0.4
It's hard to hear people sometimes	1	0.4
Use more animation	1	0.4
They should follow a progression—as a series	1	0.4
I don't know	11	4.7
	235	100.0

NOTE: Forty-five people are not included in this table because they did not receive any NASA CONNECT™ programs in the past year.

Additional Survey Results

Overall, have you been Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the dealings you've had with NASA's Center for Distance Learning?

Response	Number ¹	Percentage
Very satisfied	169	60.4
Satisfied	89	31.8
Dissatisfied	11	3.9
Very dissatisfied	0	0.0
Don't know	11	3.9
	280	100.0

¹Mean = 3.59 (n = 269)

Mean Scale: 4 = very satisfied; 3 = satisfied; 2 = dissatisfied;

1 = very dissatisfied

(If not satisfied with NASA's Center for Distance Learning...) What didn't go well?

"My tapes have never arrived." (3 people)

"The tapes come too frequently." (2 people)

"They were nonresponsive to my phone calls and E-mails." (2 people)

"We have had trouble getting a signal from them." (1 person)

"They come in an unusable format." (1 person)

"They ignored my requests for the 1-minute kids science news." (1 person)

"Actors are too snappy and like MTV." (1 person)

Does your station receive the NASA programs by downlink, or does NASA send them to you?

Response	Number	Percentage
Downlink by KU	46	16.4
Downlink by C-Band	26	9.3
NASA sends them to us	164	58.6
Satellite (not specific)	1	0.4
KU and NASA sends them	21	7.5
C-Band and NASA sends them	17	6.1
I've never received any	5	1.8
	280	100.0

Do you personally make decisions about which programs will be included in your station's lineup?

Response	Number	Percentage
Yes	241	86.1
No	39	13.9
	280	100.0

Would you recommend NASA’s SCI Files™ or NASA CONNECT™ to a colleague at another station?

Response	Number	Percentage
Yes	265	94.6
No	15	5.4
	280	100.0

Does your station broadcast educational programs to schools?

Response	Number	Percentage
Yes	210	75.0
No/We no longer do	70	25.0
	280	100.0

Have state budget cuts in the past two years impacted your ability to broadcast educational programs to schools?

Response	Number	Percentage
Yes	101	36.1
No	148	52.9
We never did broadcast to schools	31	11.1
	280	100.0

Some stations have begun to stream video for educational programs instead of broadcasting it. Have you considered this, or perhaps are you already doing this?

Response	Number	Percentage
No, it’s not a consideration now	82	29.3
We’ve considered it/We may do this in the future	140	50.0
We already do that	58	20.7
	280	100.0

Some stations have entered into a business agreement with a provider of video programming such as “United Streaming.” Have you considered this, or perhaps are you already doing this?

Response	Number	Percentage
No, it’s not a consideration now	150	53.6
We’ve considered it/We may do this in the future	90	32.1
We already do that	40	14.3
	280	100.0

Some stations have joined a consortium with other stations, such as “ChalkWave.Com,” to provide access to educational programs through a dedicated hard drive. Have you considered this, or perhaps are you already doing this?

Response	Number	Percentage
No, it's not a consideration now	159	56.8
We've considered it/We may do this in the future	109	38.9
We already do that	12	4.3
	280	100.0

Demographics

How many years have you been working at this TV station?

Averages ¹	Number ²	Percentage
One year	22	7.9
Two years	29	10.4
Three years	37	13.2
Four years	23	8.2
Five years	29	10.4
Six to ten years	68	24.3
Eleven to fifteen years	37	13.2
Sixteen or more years	35	12.5
	280	100.0

¹Based on nongrouped data.

²Mean = 7.8 years; Median = 5.5 years

What is the occupational area of your position at the station?

Response	Number	Percentage
Management	100	35.7
Production	101	36.1
Marketing/Outreach	24	8.6
Operations	55	19.6
	280	100.0

What is the highest level of education you have completed?

Response	Number	Percentage
High school or less	11	3.9
One to three years of college	42	15.0
A four-year college degree	159	56.8
A Master's degree	59	21.1
A Doctorate	9	3.2
	280	100.0

Age of Respondent

Mean ¹ = 44.6 years	Number	Percentage
Twenties	22	7.9
Thirties	69	24.6
Forties	102	36.4
Fifties	72	25.7
Sixties or older	15	5.4
	280	100.0

¹Based on category midpoint interpolation. A value of 65 was used for the category "Sixties or older."

Gender of Respondent

Response	Number	Percentage
Male	142	50.7
Female	138	49.3
	280	100.0

State Where TV Station is Located (From Internal Records)

Location	Number	Percentage
Alabama	2	0.7
Alaska	3	1.1
California	20	7.1
Colorado	6	2.1
Connecticut	4	1.4
Delaware	1	0.4
Florida	21	7.5
Georgia	4	1.4
Hawaii	3	1.1
Idaho	2	0.7
Illinois	7	2.5
Indiana	6	2.1
Iowa	4	1.4
Kansas	1	0.4
Kentucky	5	1.8
Louisiana	4	1.4
Maine	3	1.1
Maryland	4	1.4
Massachusetts	23	8.2
Michigan	10	3.6
Minnesota	7	2.5
Mississippi	1	0.4
Missouri	4	1.4
Montana	2	0.7
Nebraska	1	0.4
Nevada	3	1.1
New Hampshire	2	0.7
New Jersey	3	1.1
New Mexico	1	0.4
New York	18	6.4
North Carolina	8	2.9
North Dakota	1	0.4
Ohio	19	6.8
Oklahoma	3	1.1
Oregon	5	1.8
Pennsylvania	5	1.8
Rhode Island	1	0.4
South Carolina	2	0.7
South Dakota	1	0.4
Tennessee	5	1.8
Texas	20	7.1
Utah	1	0.4
Vermont	1	0.4
Virginia	17	6.1
Washington State	8	2.9
West Virginia	1	0.4
Wisconsin	3	1.1
Wyoming	3	1.1
Virgin Islands	1	0.4
	280	100.0

Type of Station (From Internal Records)

Station type	Number	Percentage
Cable	133	47.5
PBS	57	20.4
ITV	82	29.3
Commercial	8	2.9
	280	100.0

Location of TV Station (Based on Time Zone) [This table was computer-generated.]

Station location	Number	Percentage
Eastern	154	55.0
Central	64	22.9
Mountain	19	6.8
Pacific	36	12.9
Alaska	3	1.1
Hawaii	3	1.1
Out of country	1	0.4
	280	100.0

Appendix A

Participating Stations

TV 10
BKAT
KWES
ST. TAMMANY PARISH SCHOOL BOARD
WYCC
INSTRUCTIONAL TV LAREDO
NEW HAMPSHIRE PTV/WENH 11
WFGC/TV 61
WGVU/WGVK
BREVARD PUBLIC SCHOOLS
STARNET
CHARLOTTE-MECKLENBURG PUBLIC SCHOOLS/CMS-TV
HITV HERNANDO INSTRUCTIONAL TV
REDDING COMMUNITY ACCESS CORP.
MISSISSIPPI EDUCATIONAL TV
KENTUCKY EDUCATIONAL TELEVISION
WSIU 8/WUSI 16
WTCI TV 45
IOWA PUBLIC TELEVISION
PITTSFIELD ETV
GREENFIELD COMMUNITY TV
DUCKBURY COMMUNITY TELEVISION
BAILEYVILLE CABLE TV
PPTV-PRAIRIE PUBLIC TV
KRMA-ROCKY MT. PUBLIC TV
CABLE CHANNEL 10
CHANNEL 20 CITY OF ST. CHARLES
CAT COLUMBIA ACCESS TV
TOWN SQUARE TV
WATERLOO GOVT. ACCESS
GRTV
WBRK BERKLEY CH. 53 & 10
CAMBRIDGE COMMUNITY TV
GULF COUNTY PUBLIC SCHOOLS
EL PASO INDEP. SCHOOL DISTRICT
NETA-NAT'L. EDUCATIONAL TELECOMMUNICATIONS ASSN.
WCTV/CATV
IDAHO STATE DEPT. OF EDUCATION
OKLAHOMA STATE DEPT. OF EDUC.
BROOKLYN CABLE TV-BCAT
FORSYTH COUNTY SCHOOLS/CH. 2
SOLON COMMUNITY TV
PUBLIC ACCESS
COMMUNITY TV NETWORK/CTN SAN DIEGO
CHANNEL 14 DJUSD
QUINCY ACCESS TV

CAPE COD COMMUNITY MEDIA CENTER
 CARROLL MIDDLE SCHOOL
 BRAINTREE COMMUNITY TELEVISION-CABLE CH. 31
 SETV-EDUCATIONAL ACCESS/SHREWSBURY
 THE BOSTON CHANNEL
 ADELPHIA'S CH. 13
 FOXBORO CABLE ACCESS INC.
 AOTV
 MT. BLUE TV
 THE EDUCATION CHANNEL/THE EXPLORER CHANNEL-TAMPA
 DAYTON ACCESS TV/CH. 20 DATV
 MARION COUNTY SCHOOL BOARD
 WSKG/WSQX CH. 46
 STATEN ISLAND COMMUNITY TV
 NEW YORK NETWORK
 FACT FAIRPORT AREA COMMUNITY TV
 FAIRFAX COUNTY PUBLIC SCHOOLS
 CH. 36 HANOVER COUNTY PUBLIC SCHOOLS
 WSPF TV CITY OF ST. PETERSBURG
 MONTGOMERY COMMUNITY TV-ROCKVILLE
 HIGH SCHOOL EDUCATIONAL TV
 WGBY PUBLIC TV GREAT BLUE YONDER
 WYBE CH. 12 PHILADELPHIA
 COMMUNITY ACCESS TV-HANOVER
 WILLINET
 MARYLAND PUBLIC TV
 WIPB-TV
 WPBA CH. 30 ATLANTA PUBLIC BROADCASTING
 CABLE-TAP/WLRN TV
 CUMBERLAND COUNTY PUBLIC SCHOOLS
 WVUT-TV
 WLX-TV
 HIGHLANDS COUNTY PUBLIC SCHOOLS
 CLAY COUNTY
 MEDIA CABLE ACCESS-36-MEDINA
 TV MIDDELTOWN
 MIAMI VALLY CABLE COUNCIL-CENTERVILLE
 LCTV-LOCKPORT
 LTC-LOWELL
 ORION COMMUNITY CABLE
 SCAT SOMERVILLE COMMUNITY ACCESS TV
 SWOCC-FARMINGTON HILL
 KERA/KDTN NORTH TEXAS PUBLIC BROADCASTING
 KEDT TV-SOUTH TEXAS PUBLIC BROADCASTING
 KWBU BRAZOS VALLEY-PUBLIC BROADCASTING FOUNDATION-WACO
 GWINNETT COUNTY PUBLIC SCHOOLS/GCPS TV
 NJN-NEW JERSEY NETWORK/PUBLIC TV
 WIWU-LPTV 51
 PEOPLE TV INC.-ATLANTA
 RCTV-ROSWELL CITI TV CHARTER CABLE CH. 32
 KMBH-TV 60/RIO GRANDE VALLEY EDUCATIONAL TV

COOPERATING SCHOOL DISTRICTS/ST. LOUIS
BROWARD COUNTY SCHOOLS
GATV-10
BLUE RIDGE PUBLIC TV
LAKE COUNTY PUBLIC SCHOOLS
ROANOKE COUNTY PUBLIC SCHOOLS
NEW HANOVER COUNTY PUBLIC SCHOOLS
KAWE/KAWB
DHTV
E2CC BOCES
COMCAST DELMARVA-DOVER
NACEPF INC.
WVPT-HARRISONBURG
KJLA/KXLA
PISCATAWAY HIGH SCHOOL
KELM EL MONTE
COMMUNITY ACCESS PARTNERS OF SAN BUENAVENTURA
BILLINGS COMMUNITY-CABLE CHANNEL 7
COMMUNITY ACCESS TELEVISION-SALINA
KCWC/CH. 4-WYOMING PUBLIC TELEVISION
KULC-TV-SALT LAKE CITY
MONTANA PBS-MONTANA PUBLIC TELEVISION
KINGWOOD CABLEVISION KC 37
COMMUNITY TELEVISION
WISCONSIN PUBLIC TV
KRSC
WCTE-TV/COOKEVILLE PUBLIC BROADCASTING SYSTEM
WYAM TV 56
WAND-TV
MVTN 9-MIDVALLEY TELEVISION-TOPPENISH
UNION PARISH SCHOOL BOARD
EDUCATION TV
DES MOINES INDEPENDENT COMMUNITY SCHOOL DISTRICT
RICHARDSON INDEPENDENT SCHOOL DISTRICT
KGEB-TV
CLACKAMAS COUNTY CABLE COMMUNICATION
MC MINNVILLE COMMUN. MEDIA-CH. 11
TUALATIN VALLEY TELEVISION
ICTV INC.-GRAND RAPIDS
WBKI
WVIZ
WCET-TV 48
WDCQ
AURORA COMMUNITY TV
ST. PAUL NEIGHBORHOOD NETWORK
VALLEY ACCESS CHANNELS-STILLWATER
STRATFORD HIGH SCHOOL
RICHARDSON INSTRUCTIONAL TV
CITY OF GARLAND CGTV 16
WLJT-CHANNEL 11-MARTIN
ST. MARTIN PARISH-BREAUX BRIDGE

CITY 6 COA-TV
BLOOMINGTON CATS-COMMUNITY ACCESS TV SERVICES
WVPB-WEST VIRGINIA PUBLIC BROADCASTING
WITF TV-33
M-PACT
HAWAII DEPARTMENT OF EDUCATION
SEATTLE PUBLIC SCHOOLS TV
KDOL TV 13-OAKLAND UNIFIED DISTRICT
KCLV 2
KNXT CH. 49
KENW-TV 3 EASTERN NEW MEXICO UNIVERSITY
IDPTV-IDAHO PUBLIC TELEVISION
NEW CASTLE COMMUNITY TV-CHAPPAQUA
CABARRUS COUNTY PUBLIC SCHOOLS
ANCHORAGE PUBLIC SCHOOLS
KCNS-TV 38
KOCE-TV
ICN5-INSIGHT PRODUCTIONS
WHEATON COMMUNITY TV
INDIANAPOLIS PUBLIC SCHOOLS
GO CAT TV 3
BROCKTON COMMUNITY ACCESS
OHIO EDUCATIONAL TELECOMMUNICATIONS
BALTIMORE CITY PUBLIC SCHOOLS CABLE CH. 7
ACCESS OSCEOLA
WCNY CH. 24-CENTRAL NEW YORK'S OWN-SYRACUSE
GOVERNMENT CHANNEL
WESTERN RESERVE CABLE 9 MACEDONIA
WTJX-TV CHANNEL 12
PUBLIC ACCESS OF ANDOVER COUNTY
FLORIDA KNOWLEDGE NETWORK
DIXIE COUNTY HIGH SCHOOLS
WAYCROSS COMMUNITY MEDIA-FORREST PARK
CHARTER COMMUNICATIONS COMMUNITY VISION 21
LMC-TV MAMARONECK
CITIZENS TELEVISION
CITIZENS TELEVISION INC. NEW HAVEN
DENVER PUBLIC SCHOOLS DISTANCE LEARNING NETWORK
DENVER PUBLIC SCHOOLS
KATV CHANNEL 8 CITY OF ARVADA
BISD AND KBSD
CHESAPEAKE COUNTY PUBLIC SCHOOLS WCTV 48
NORFOLK CITY PUBLIC SCHOOLS
VIRGINIA BEACH CITY PUBLIC SCHOOLS
HAMPTON CITY SCHOOLS
WPBS CH. 16
WCVE-RICHMOND PUBLIC BROADCASTING SYSTEM
LONG BEACH UNIFIED SCHOOL DISTRICT
PORTLAND CABLE ACCESS
TV ETC OF VANCOUVER
ACCESS SACRAMENTO

KTOP-OAKLAND
KVPT-VALLEY PUBLIC TV
CHESTERFIELD COUNTY PUBLIC SCHOOLS
CITY TV 19
ICAT/TOWN HALL
NWOET
BUFFALO TV
TVW-36
WFWA 39-FORT WAYNE AIR
MANHATTAN NEIGHBORHOOD NETWORK
HENRICO COUNTY PUBLIC SCHOOLS
CLEVELAND MUNICIPAL SCHOOL DISTRICT
PHILADELPHIA PUBLIC SCHOOLS-TV UTILIZATION
WEST PALM BEACH CHANNEL 20/WPY-38
WNYE CHANNEL 25-NEW YORK CITY BOARD OF EDUCATION
WGTE BROADCASTING-GREATER TOLEDO EDUCATION
METRO LOUISVILLE GOVERNMENT
WHNS
CITY OF COLUMBUS/TELECOMMUNICATIONS
KUAC-THE ALASKA ONE NETWORK
KTVD UPN 20
FWISD-TV 33
PLANO TELEVISION NETWORK
CAMPBELL COUNTY CABLE BOARD AND COMMUNITY MEDIA CENTER
THE HEALTH TV CHANNEL
WHRO-CHANNEL 15
ETSEO
NORWOOD COMMUNITY TELEVISION
MEDIA NETWORK OF WATERFORD
CORALVISION
BAY COUNTY DISTRICT SCHOOLS
NEWPORT NEWS CITY PUBLIC SCHOOLS
COMMUNITY ACCESS TELEVISION
PORTLAND PUBLIC SCHOOLS/CABLE CHANNEL 28
SIERRA NEVADA COMMUNITY ACCESS TV
CITY-TV OF SANTA BARBARA-CHANNEL 18
WBRW 6-ROMEO
TRAVERSE BAY AREA INTERMEDIATE SCHOOL DISTRICT
ALEXANDRIA CITY COUNTY PUBLIC SCHOOLS
ARLINGTON CABLE CHANNEL 32
ACCESS BELLINGHAM INCORPORATED-ABMI CABLE 8
MANASSAS CITY PUBLIC SCHOOLS
MEAC 9
NBTW 98-NEW BEDFORD
ECTV-ENUMCLAW
KLVX-CHANNEL 10
CYPRESS CITY CHANNEL
PADUCAH 2 COMMUNITY ACCESS
WNET-NEW YORK THIRTEEN
MONTGOMERY COUNTY PUBLIC SCHOOLS
COX COMMUNICATIONS

WLVT
GROTON CABLE ACCESS
STAR SCHOOLS-CHANNEL 57
WPNE
GILLETTE PUBLIC ACCESS TV
CTV15
DEPARTMENT OF EDUCATION/ATR
EL SEGUNDO COMMUNITY CABLE
VILLAGE OF MOUNT PROSPECT II-MPTV 17
SABINE PARISH SCHOOLS
VAIL VALLEY COMMUNITY TELEVISION
SFA-TV
NEBRASKA DEPARTMENT OF EDUCATION
WTVI CHARLOTTE
OFFICE OF CAMBRIDGE CABLE TELEVISION
GCS21-THE EDUCATIONAL STATION
HOM-TV MERIDIAN GOVT. TV-OREMOS
MOORE HAVEN JR./SR. PUBLIC SCHOOL
AKAKU MAUI COMMUNITY TV
FVTV
SCC
WLIW 21 LONG ISLAND
PUENTE HILLS COMMUNITY PROGRAMMING CORP.-HACIENDA HEIGHT
LA COUNTY OFFICE OF EDUCATION
SDPTV-SOUTH DAKOTA PUBLIC TELEVISION
KSPS PUBLIC TELEVISION-SPOKANE PUBLIC SCHOOLS
CITY OF COPPELL
PAC TV-PLYMOUTH
KLRU TV CAPITAL OF TEXAS PUBLIC BROADCASTING
WGPU FLORIDA GULF COAST UNIVERSITY-FT. MEYERS

Appendix B

Follow-Up Survey: “NASA SCI Files™” and “NASA CONNECT™”

Ask to speak with Program Manager/name on list [If none, ask for Station Manager]. Hello, I am _____ with Continental Research and we’ve been asked to conduct a little follow-up survey about two programs produced by the NASA Center for Distance Learning. Your station registered to receive one or more of these shows.

SECTION A

- 1) I am not speaking specifically about NASA shows, yet. In general, what is the single most important thing that impacts your decision to select a program to air on your station?

- 2) Let’s talk about how you decide whether or not to select a program to air on your station. Using a 1 to 10 scale where 1 is Not Important and 10 is Extremely Important, how important is the cost of the program?

Not Imp. 1 2 3 4 5 6 7 8 9 10 Ext. Imp.

- 3) On a 1 to 10 scale where 1 is Not Important and 10 is Extremely Important, how important is the technical quality of the program?

Not Imp. 1 2 3 4 5 6 7 8 9 10 Ext. Imp.

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If you have concerns regarding the status of your individual submission of this survey, write directly to: The NASA Langley Center for Distance Learning, Attn: Dr. Thomas E. Pinelli, Mail Stop 400-DL, Office of Education, NASA Langley Research Center, Hampton, VA 23681-2199.

- 4) On a 1 to 10 scale where 1 is Not Important and 10 is Extremely Important, how important is how easy it is to get the program?

Not Imp. 1 2 3 4 5 6 7 8 9 10 Ext. Imp.

- 5) On a 1 to 10 scale where 1 is Not Important and 10 is Extremely Important, how important is the educational value of the program?

Not Imp. 1 2 3 4 5 6 7 8 9 10 Ext. Imp.

- 6) On a 1 to 10 scale where 1 is Not Important and 10 is Extremely Important, how important is having few restrictions on the use of the program?

Not Imp. 1 2 3 4 5 6 7 8 9 10 Ext. Imp.

- 7) On a 1 to 10 scale where 1 is Not Important and 10 is Extremely Important, how important are viewer recommendations?

Not Imp. 1 2 3 4 5 6 7 8 9 10 Ext. Imp.

- 8) In the past year, did you receive a program called NASA SCI Files™?

1- Yes (Ask Section B)

2- No

- 9) And, did you receive a program called NASA CONNECT™?

1- Yes (Ask Section C)

2- No

SECTION B (Look at Q8)

- 10) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of its overall quality?

4- Very Satisfied

3- Satisfied

2- Dissatisfied

1- Very Dissatisfied

- 11) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of its educational value?

4- Very Satisfied

3- Satisfied

2- Dissatisfied

1- Very Dissatisfied

- 12) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of its technical quality?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 13) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of being aligned with national math, science, and technology standards?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 14) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of being developmentally appropriate for children in that age group?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 15) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of being easily incorporated into that grade level's curriculum?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 16) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of enhancing the integration of math, science, and technology?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 17) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of showing women and minorities performing challenging engineering and scientific tasks?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 18) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of the quality of the educator guides?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 19) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of the quality of the Web-based activities?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 20) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of the feedback you get from the audience?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 21) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of how interesting the shows are?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 22) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA SCI Files™ in terms of how credible the shows are, being that they are from NASA?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 23) Do you have any suggestions for improving NASA SCI Files™? 9 None

SECTION C (Look at Q9)

- 24) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of its overall quality?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 25) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of its educational value?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 26) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of its technical quality?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 27) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of being aligned with national math, science, and technology standards?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 28) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of being developmentally appropriate for children in that age group?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 29) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of being easily incorporated into that grade level's curriculum?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 30) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of enhancing the integration of math, science, and technology?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 31) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of showing women and minorities performing challenging engineering and scientific tasks?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 32) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of the quality of the educator guides?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 33) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of the quality of the Web-based activities?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 34) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of the feedback you get from the audience?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied
- 35) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of how interesting the shows are?
- 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 36) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with NASA CONNECT™ in terms of how credible the shows are, being that they are from NASA?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 37) Do you have any suggestions for improving NASA CONNECT™? 9 None

SECTION D

- 38) Overall, have you been Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the dealings you've had with NASA's Center for Distance Learning?

4- Very Satisfied (**Go to Q40**) 2- Dissatisfied
3- Satisfied (**Go to Q40**) 1- Very Dissatisfied

- 39) (**If Q38 = 2 or 1**) What didn't go well?

- 40) Does your station receive the NASA programs by downlink, or does NASA send them to you?

We downlink them ≡ Is that by 1- KU or 2- C-Band?

3- NASA sends them to us

x- Other _____

- 41) Do you personally make decisions about which programs will be included in your station's lineup?

1- Yes 2- No

- 42) Would you recommend [NASA SCI Files™ or NASA CONNECT™] to a colleague at another station?

1- Yes 2- No

- 43) Does your station broadcast educational programs to schools?
- 1- Yes 2- No/No longer
- 44) Have state budget cuts in the past two years impacted your ability to broadcast educational programs to schools?
- 1- Yes 2- No 3- We never did broadcast to schools
- 45) Some stations have begun to stream video for educational programs instead of broadcasting it. Have you considered this, or perhaps are you already doing this?
- 1- No, it's not a consideration now
2- We've considered it/We may do this in the future
3- We already do that
- 46) Some stations have entered into a business agreement with a provider of video programming such as "United Streaming." Have you considered this, or perhaps are you already doing this?
- 1- No, it's not a consideration now
2- We've considered it/We may do this in the future
3- We already do that
- 47) Some stations have joined a consortium with other stations, such as "ChalkWave.Com", to provide access to educational programs through a dedicated hard drive. Have you considered this, or perhaps are you already doing this?
- 1- No, it's not a consideration now
2- We've considered it/We may do this in the future
3- We already do that
- 48) How many years have you been working at this TV station? _____ Years
- 49) What is the occupational area of your position at the station?
- _____

50) What is the highest level of education you have completed?

1- High school or less

2- One to three years of college

3- A four-year college degree

4- A Master's degree

5- A Doctorate

51) And, are you in your:

2- Twenties

3- Thirties

4- Forties

5- Fifties

6- Sixties or older?

THANKS SO MUCH FOR HELPING WITH OUR SURVEY!

RECORD:

52) Gender: 1- Male 2- Female

53) State: _____

54) Station Type: 1- Cable 2- PBS 3- ITV 4- Commercial

55) Time Zone: 0- Eastern 4- Alaska
1- Central 5- Hawaii
2- Mountain 9- Out of Country
3- Pacific

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